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## CONSUMER TIME

## ALICE IN FRUIT AND VEGETABLE LAND

NETWORK: NBC

DATE: August 31, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM EDT

(Produced by the United States Department of Agriculture  
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TIME is restricted to network broadcast of the program...  
presented for more than thirteen years in the interest of  
consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. ANNCR.: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are Mrs. Freyman and Johnny.
5. JOHN: Let's see, Mrs. Freyman, today's the day we check up to see which fruits and vegetables are plentiful right now.
6. FREYMAN: So it is, Johnny. As a matter of fact...I've been doing that checking all week...at the different markets in my neighborhood. And I was so overwhelmed with the tremendous amount and variety of fresh fruits and vegetables on the market, that I checked with the U. S. Department of Agriculture...to find out if the same situation was true all over the country.
7. JOHN: And I bet I know what they told you.
8. FREYMAN: Well, what did they tell me?



9. JOHN: That this is the season when markets are supplied with locally grown fruits and vegetables...and that the locally grown are always cheaper than the ones that are shipped in ...and that fruits and vegetables probably cost less now than they do at any other time of year....
10. FREYMAN: Well! ...that's exactly what they told me.
11. JOHN: I cannot tell a lie...I've been checking too.
12. FREYMAN: Anyhow, we both got the same results. You know, Johnny... when I was shopping the other day, I felt kind of like... Alice in vegetable land.
13. JOHN: I always wondered why that white rabbit didn't lead Alice to vegetable land. That would be a logical place for a rabbit to be going.
14. FREYMAN: I can just see myself as Alice. I'd probably meet a whole bunch of fruits and vegetables that looked like people I know. Do you ever notice the resemblance between some foods and people?
15. JOHN: You mean a **cabbage** head?
16. FREYMAN: Or a turnip faced man.
17. JOHN: Then there are tomatoes...(WHISTLES A WOLF CALL)
18. FREYMAN: Quiet! And there'd probably be a vegetable that looked like you, Johnny. I wonder which one you'd be.
19. JOHN: Oh, I'd probably turn up eventually.
20. FREYMAN: Do you remember when Alice was falling down the rabbit hole? She went down...down...down...down (INCREASE TEMPO AND FADE OUT VERY GRADUALLY) down...down...down....
21. SOUND: VERY SHORT PAUSE



22. FREYMAN: (AS ALICE...NATURAL VOICE...JUST A LITTLE BEWILDERED AND CURIOUS) Well...good thing there was a heap of dry leaves here....They made a soft landing field. Goodness ...what a strange place...rows and rows of fruit trees just as far as I can see...and all kinds of vegetables. Now I wonder where that white rabbit went.... If those vegetables could only talk....
23. JOHN: We can talk...when there's anybody worth talking to.
24. FREYMAN: Goodness...you're a snap bean...and you're talking.
25. JOHN: Sure...it's a snap.
26. FREYMAN: Your voice sounds ...so familiar. But the color escapes me. Haven't we met? My name is Alice.
27. JOHN: Ever been to Fruit and Vegetable Land before?
28. FREYMAN: I don't think so....
29. JOHN: Then we haven't met. See...it's a snap.
30. FREYMAN: Can all the other vegetables talk?
31. JOHN: As well as you can...and a great deal louder.
32. FREYMAN: Oh...well that won't be necessary.
33. JOHN: Well we vegetables could give you some good advice...free.
34. FREYMAN: Go ahead...as long as it's free.
35. JOHN: Now's the time for all good consumers to come to the aid of their budgets.
36. SOUND: SLIGHT PAUSE.
37. FREYMAN: Well...go on. When do you get to the advice?
38. JOHN: That is the advice....Don't you get it? It's a snap.
39. FREYMAN: (MUSING) Now is the time...for all good consumers...to come to the aid of their budgets. I'm sorry but you'll have to explain. I thought all intelligent consumers always watched their budgets.







40. JOHN: But right now they can really save themselves some money  
...by canning us fresh fruits and vegetables for the  
wintertime. If they haven't got a victory garden, they  
should buy us. It's no secret that we can be had these  
days...cheap...in fact, the cheapest we'll be all year.
41. FREYMAN: Are you talking just about snap beans?
42. JOHN: You're not so smart are you? I'm talking about tomatoes...  
beets...lima beans...peaches....
43. FREYMAN: Goodness what a long list.
44. JOHN: And anybody who claims to be an intelligent consumer...  
would be eating more of us fresh fruits and vegetables...  
that are especially plentiful now.
45. FREYMAN: Oh yes...potatoes...I know there's plenty of them.
46. JOHN: And oh...she has such a sad story to tell.
47. FREYMAN: (STARTLED) She? Who?
48. JOHN: The onion....
49. FREYMAN: I never thought of an onion as a "she" before. Where  
can I find Miss Onion.
50. JOHN: It's a snap...just down the road a piece.
51. FREYMAN: Well thank you, Mr. Snap bean. (PAUSE) Mr. Snap bean?  
(PAUSE) I guess he doesn't think I'M worth talking to  
anymore....Now where will I find Miss Onion. What a  
curious garden...I wonder if all the fruits and vegetables  
will talk to me eventually.
52. ONION: (OFF MIKE....WEEPY FEMALE....ZAZU PITTS TYPE) Oh dear...  
oh dear.
53. FREYMAN: That sounds like some one crying over there...Hello, my  
name is Alice.



54. ONION: Oh dear...but I guess somebody had to be named that.
55. FREYMAN: Goodness...who are you and why are you crying?
56. ONION: Oh dear...you must be a silly person....Haven't you ever seen an onion before?
57. FREYMAN: You're Miss Onion.
58. ONION: Yes...oh dear.
59. FREYMAN: Why are you so sad, Miss Onion?
60. ONION: Nobody appreciates me...boo hoo hoo.
61. FREYMAN: (CONSOLINGLY) That's not so. Almost everybody I know loves onions.....Why what would a hamburger be without you?
62. ONION: Thank you, but it's no use.....I know some people love me ...but you should see all the onions there are on the market now...and nobody buys enough.
63. FREYMAN: Well...maybe the price is too high.
64. ONION: See...I knew you wouldn't understand at all...the price is very low. It's just that people don't appreciate onions. Boo hoo...and I've had such a glorious past too.
65. FREYMAN: I'd be glad to listen to your story...if it would make you feel any better.
66. ONION: It won't...but I'll tell it to you anyway. In the first place, onions belong to the lily family...and as you know, lilies are a very respected plant.
67. FREYMAN: Oh yes indeed.
68. ONION: Well (SNIFF) the onion branch of the family has its roots way back in Egypt. In fact, the ancient Egyptians actually worshipped one variety of onion. If you ever get to Egypt you can see pictures of onions carved into some of the ancient monuments.



69. FREYMAN: Oh I'll be sure to look...if I ever get to Egypt.
70. ONION: And do you know even my name..."onion"...is out of the ordinary.
71. FREYMAN: (TRYING IT OUT) Onion...onion....It sounds very ordinary to me.
72. ONION: Oh dear...boo hoo hoo...that shows, you don't appreciate me either. The name onion comes from the Latin word "unio"...which means a large pearl. And all you can think of in connection with onions is hamburgers.
73. FREYMAN: You've got me wrong...I hope I haven't hurt your feelings. But I really think onions are an indispensable item in cooking.
74. ONION: (SNIFF) You do?
75. FREYMAN: Why yes...(WARMING TO THE SUBJECT) they add...zest and brilliance to other dull flavored foods.
76. ONION: Don't forget you can serve onions lots of ways as a separate vegetable.
77. FREYMAN: No, indeed...I'm not forgetting that. And besides being cheap, onions can save you money in other ways...because you can use them to pep up the other plentiful foods that you serve a lot.
78. ONION: That's the idea. Especially with potatoes...creamed or fried or hashed brown.
79. FREYMAN: Yes...onions can pep up all kinds of foods from soups to salads....And I'm going to tell my friends all the different ways I know for using onions. So cheer up, Miss Onion...and goodby now. I must visit with some of the other fruits and vegetables.
80. ONION: (CRYING HARDER THAN EVER)...Boo hoo hoo...boco hooo hooo.

The first part of the paper discusses the importance of maintaining accurate records of all transactions. It is essential for the company to have a clear and concise system in place to ensure that all financial data is properly documented and accessible. This will help in the preparation of financial statements and provide a clear picture of the company's financial health.

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81. FREYMAN: Goodness...whatever is the matter now?
82. ONION: I'm just crying because I'm so happy...because you're going to tell everybody about how good onions are (FADE) and what a proud heritage they have...boo hoo....
83. FREYMAN: Gracious...I like onions and all...but I hope I meet some happier fruits and vegetables in this garden.
84. HONEYDEW: (INGENUITY) Well you will if you step over here.
85. FREYMAN: Why it's a pretty little honeydew melon. Hello...my name is Alice.
86. HONEYDEW: I know...welcome to Fruit and Vegetable Land. But what's this about not finding any happy residents here...I'm very happy. Would you like me to tell you why?
87. FREYMAN: Oh yes...that would make me happy too.
88. HONEYDEW: Well, you see I'm the debutante of our social world.... And I'm having a simply wonderful debut this season.
89. FREYMAN: Yes this usually is the time of year when honeydews are in season. But why is your...debut so special this year?
90. HONEYDEW: There's a record crop of honeydews...that's why...and we're just the toast of the Fruit and Vegetable Land. You know the season for cantaloupes is just about over... so we honeydews have a pretty clear melon field... practically no competition.
91. FREYMAN: I'm certainly glad to hear there is a record crop of honeydews this year...because I love them.
92. HONEYDEW: Thank you....I think you're rather sweet too. And we're rather proud of the fact that some members of the melon family were growing in California as early as the seventeenth century...planted by the Spaniards, you know.





93. FREYMAN: That is interesting...but I think it's more exciting news that there's a record crop of honeydews this year. That should mean the price is reasonable.
94. HONEYDEW: That's right...and I'm glad it is...because I don't like people to think honeydews are too high class for them.
95. FREYMAN: You know...I've always liked a good honeydew melon. But sometimes I don't pick a good one. Would you mind telling me how to do it?
96. HONEYDEW: Not at all...but in the first place...there's no such thing as a bad honeydew. You mean one that isn't ripe yet.
97. FREYMAN: That's right. I want to know how to pick a ripe one.
98. HONEYDEW: Well, I'm a ripe honeydew...so why don't you look me over ...and remember everything you see.
99. FREYMAN: That's a fine idea. Let's see...you're a creamy yellow color...and you have a nice pleasant odor.
100. HONEYDEW: (GIGGLES) Stop tickling me.
101. FREYMAN: I just wanted to see if your rind was hard.
102. HONEYDEW: Oh then go ahead. It tickles but that is the only way to tell. If a honeydew is ripe, the rind will give slightly.
103. FREYMAN: I'll remember that.
104. HONEYDEW: Another good thing to remember is that you'll probably very seldom find a ripe honeydew in the market. So it's a good idea to tell your fruit dealer when you want to serve the melon...and let him pick out one that will ripen by the time you want it.
105. FREYMAN: Honeydews keep a long time, don't they?
106. HONEYDEW: Yes, we do. So you can buy us before we're fully ripe... and then let us ripen slowly at room temperature.



107. LEMON: (TOUGH, BROOKLYNESE MALE VOICE) Hey, honeydew...hey,  
honey...what is that creature?
108. HONEYDEW: (SOTTO VOCE) That Mr. Lemon..the sour old thing.  
(RAISES VOICE) What's that you say, Lem?
109. LEMON: That creature...what is it?
110. FREYMAN: I....I think he means me.
111. HONEYDEW: Oh...why it's a person. We only found it today. It's  
large as life, and twice as natural.
112. LEMON: I always thought they were fabulous monsters. Is it alive?
113. HONEYDEW: (SOLEMNLY) It can talk.
114. FREYMAN: And "it" is a "she".
115. LEMON: Talk some more, she.
116. FREYMAN: Well....I could return the compliment...if it is one...  
and tell you I think a talking lemon is a fabulous monster.  
But since you do talk, maybe you could tell me why you're  
such a sourpuss.
117. LEMON: It's my ascorbic acid...vitamin C to you. It makes me  
pucker up...as in "go suck a lemon".
118. FREYMAN: This is silly.
119. LEMON: Oh ho...so you think Vitamin C is silly....
120. FREYMAN: (HASTILY) Now....I didn't say that....
121. LEMON: (IGNORING HER) Well, it's very important.
122. FREYMAN: I know it is. We need vitamin C for healthy bones,  
and teeth and gums.
123. LEMON: Now you're getting hep. Would like to hear some more  
things about lemons?
124. FREYMAN: Yes, please.



125. LEMON: Well...there's a big crop of lemons this year. Matter of fact...besides lots of fresh lemons there's plenty of canned lemon juice...plenty of it.
126. FREYMAN: Well good...with canned lemon juice and fresh lemons, we can still have plenty of lemonade for the rest of the hot weather.
127. LEMON: I approves.....If you can find the sugar.
128. FREYMAN: Oh well Mr. Lemon...didn't you know that you can sweeten lemonade with other things besides sugar?
129. LEMON: Gimme a fr'instance.
130. FREYMAN: Well...corn syrup...if you have some on hand...or honey. You can experiment with them...and find out which flavors you like best in lemonade.
131. LEMON: Positively ingenious.
132. FREYMAN: And if you do have enough sugar to use in lemonade...it's a good idea to make a syrup first. Just boil equal parts of sugar and water together for a few minutes.
133. LEMON: And what, may I ask, is the purpose of this?
134. FREYMAN: Well it's hard to dissolve granulated sugar in cold water. Some of it usually sinks to the bottom of the glass...and is wasted. But you don't waste any when you make a syrup first.
135. LEMON: And I thought I knew all there was to know about lemonade. But I bet you don't know who invented lemonade...it's an interesting story.
136. FREYMAN: I'd love to hear it.
137. LEMON: Well, it seems that a Chinese merchant who lived more than eight centuries ago started this business of making and selling lemonade.





138. SOUND: PAUSE.
139. FREYMAN: Is that all?
140. LEMON: That's all...goodby.
141. FREYMAN: My! How abrupt...goodby.
142. APPLE: (FEMALE...VERY LADYLIKE). You mean hello.
143. FREYMAN: Do I? ...That is, hello. Everything is so confusing here  
...now an apple is talking to me.
144. APPLE: I've been trying to talk to you for some time now...but  
when one fruit or vegetable starts to speak...they all  
get in the mood. It's enough to make me wither...to  
hear the way they go on.
145. FREYMAN: Oh I've found it all most interesting. How is it you  
can all talk so nicely? I've been in other gardens before  
...but none of the plants said anything to me.
146. APPLE: Put your hand down, and feel the ground. Then you'll know  
why.
147. FREYMAN: The ground is very hard...but I don't see what that has  
to do with it.
148. APPLE: In most gardens, they make the beds too soft...so that  
the plants are always asleep. But let's change the  
subject and talk about me.
149. FREYMAN: That's a good idea....I like to talk about apples.
150. APPLE: Well, you can talk about us more this fall than you  
have been in the last year or so.
151. FREYMAN: You mean there are more apples than there have been?
152. APPLE: Yes there's a fairly good crop...and the price should  
be reasonable.
153. FREYMAN: Why have there been so few apples around in the last year?



154. APPLE: The frost...my dear. It just ruined us last year. But things are rosier now. Is there anything else I can tell you about us apples?
155. FREYMAN: Well....I think I know enough ways to use apples...besides just eating them fresh. There are salads...and all kinds of apple desserts.
156. APPLE: Then perhaps you would like to hear a little of my family history?
157. FREYMAN: Yes please....I'm sure you've had interesting ancestors. There's that wonderful story about how Johnny Appleseed wandered over the American land planting apple trees as he went.
158. APPLE: Oh stories about apples go back further than that. Why King Solomon hailed the apple as a fruit of healing.
159. FREYMAN: Maybe that was the beginning of the saying "An apple a day keeps the doctor away."
160. APPLE: Well, I don't know about that...but there is an old legend from the Far East that says the apples of immortality hang on a sacred tree...and are guarded by a fearsome dragon. And of course, my dear, you must never forget that apples are a member of the rose family.
161. FREYMAN: Oh I won't....I won't forget anything any of you fruits and vegetables have told me....(FADE) It's all been so interesting and so timely and all....
162. SOUND: PAUSE.
163. FREYMAN: And so Johnny, if I were able to visit fruit and vegetable land I'd probably meet many more fruits and vegetables that we can buy right now.



164. JOHN: I'm sure you would, Mrs. Freyman....Aren't pears just about in season now? And those little yellow seedless grapes from California?
165. FREYMAN: That's right. And I hear that there's a record crop of Eastern Concord grapes expected later on in September and October.
166. JOHN: Well with all these fresh fruits and vegetables...we don't have to go falling down any old rabbit holes to find a wonderland. I'm content right here.
167. FREYMAN: That's the voice of Johnny, the gourmet, I hear. And it sounds suspiciously like the voice of an old snap bean I once met.
168. JOHN: Well that old snap bean gave you some good advice.
169. FREYMAN: Indeed he did. And I for one am going to take his advice and serve more of the fresh, plentiful fruits and vegetables and I'm going to can all the food I possibly can. In fact, I've got an appointment at the community canning center for next Friday night. So that settles that.
170. JOHN: Well, now, what's ahead for CONSUMER TIME next week?
171. FREYMAN: The furniture facts, Johnny.
172. JOHN: I get it...where is the furniture?
173. FREYMAN: Exactly...we're going to find out just how bad the furniture shortage is and why.
174. JOHN: I heard that it will take all the furniture manufactured in the next two years or more just to furnish the homes being built under the veterans housing program.
175. FREYMAN: That would mean that people who really don't have to buy new furniture shouldn't.
176. JOHN: Well what if your old stuff is wearing out?



177. FREYMAN: We'll answer that next week...with tips on furniture care and repair. And maybe a pointer or two for the people who do need to buy new furniture.
178. JOHN: So be with us next Saturday for another edition of
179. SOUND: CASH REGISTER
180. JOHN: CONSUMER TIME!
181. SOUND: CASH REGISTER, CLOSE DRAWER.
182. ANNCR: CONSUMER TIME, written by Eleanor Miller, and directed by \_\_\_\_\_, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.
- This is NBC, the National Broadcasting Company.



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